Food Product Development

Revision
Reasons for New Product Development

• Health Issues
• Environmental Issues
• Convenience
• Company Profitability
• Special Applications
• Technological Developments
• Societal Changes
Reasons for New Product Development

• **Health Issues**

  • Diet related disorders - obesity, hypertension, dental caries

  • Products are developed in response to these issues:
    • low or reduced fat products - milk & cheese
    • salt reduced products - butter, stock, soy sauce
    • calcium fortified products - juice
Reasons for New Product Development

• **Environmental Issues**
  
  • Consumers are increasingly concerned about the environment
  
  • As a result, this has changed farming methods - organic
  
  • Recommendations to reduce, reuse and recycle has lead to improved packaging materials
Reasons for New Product Development

- **Convenience & cost**
  - Changing lifestyle has lead to the need for quick, easy and economical food solutions
  - Increased convenience = more money spent, flexible shopping hours & self serve facilities
  - Generic brands are usually more economical options
Reasons for New Product Development

• **Company Profitability**

  • In order to be profitable, the company must:
    • provide products that meet consumer needs
    • operate efficiently
    • source reasonably priced supplies
    • Utilise promotional strategies
Reasons for New Product Development

- **Special Applications**
  - Military - Rations & aseptic packaging of liquids
  - Space - Dehydration of food & increased use of technology
Reasons for New Product Development

- **Technological Developments**
  - Automated machinery has enabled more efficient production
  - A more scientific approach to food - GM, additives & functional foods
  - Advances in technology have greatly impacted food packaging
Reasons for New Product Development

• **Societal Changes**
  
  • Women returning to the workforce = men more active role in shopping & preparation of food
  
  • More meals are eaten away from the home
  
  • Renewed interest in cooking
  
  • Ageing population
  
  • Single person households = increase in single serve portions
Types of Product Development

- New to the world products
  - Completely new in concept and unlike any product on the market. E.g. pringles
  - Rare
  - The innovation could be the food, the package or a combination of both
  - Potential to be enormously rewarding for the manufacturer
Types of product development

- Me-too products
  - Direct copies of existing products. E.g. Generic brands
  - Manufacturers are attempting to duplicate the success of another product
  - Most of the new products developed are me-too’s
  - Most likely to fail
Types of product development

• Line extensions

• Food products that are changed in some way to increase market share. E.g. flavours, packaging, size
Steps in Food Product Development

1. Design brief
   - description of the food problem that needs to be solved. May be in relation to packaging, religious issues, food or aesthetic appeal of the product.

2. Idea generation & screening
   - solutions that meet the brief are proposed then screened in relation to suitability

3. Market research
   - Primary - gathering data from observations, surveys & market share
   - Secondary - researching information & publications

4. Product specifications
   - Requirements of the product including product description, size, packaging & price

5. Feasibility study
   - Technical - facilities